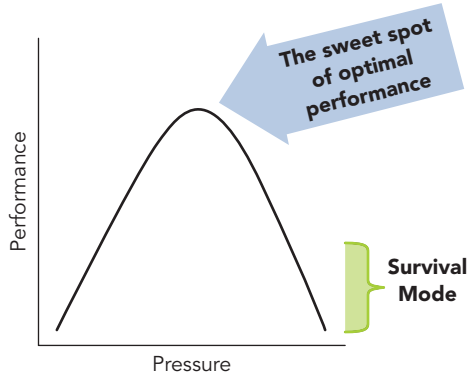

Orginally formulated in Yerkes, R. M. & Dodson, J. D. (1908). The relationship of strength of stimulus to rapidity of habit formation. *Journal of Comparative Neurology and Psychology*, *18*, 459–482. Graphic created by Dave Stuart Jr.

FIGURE 1.4 • The Yerkes–Dodson Law